



CUPP / KENNEDY SPLIT

Revision #: 0 Date: 10/22/2012

Client: OH CUPP KENNEDY SPLIT 2012 Estimate: 3026
Media: TV Description: OH SUP CRT CUPP / KENNEDY SPLIT
Product: SPLIT Flight Start Date: 10/23/12 5:00:00 AM
Market: Cincinnati Flight End Date: 11/6/12 4:59:00 AM

67615

Separation between spots: 10

Revision Comments:

| | | | | | Days | Tue | Wed | Thu | Fri | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Mon |
|--------------|---|--------------|-----------|----------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|
| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Dur | 10/23 | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 |
| WKRC-TV | | | | | | | | | | | | | | | | | | | |
| 7 | Sa 7:00a-8:00a ✓ P3 LOCAL12NW-SA 7 | WK | \$150.00 | \$127.50 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 8 | Su 9:00a-9:30a ✓ P3 SUNDAY MRN-CBS | WK | \$450.00 | \$382.50 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| 9 | MTuWThF 5:30p-6:00p ✓ P3 LOCAL12 NW-530< | EN | \$600.00 | \$510.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 |
| 10 | MTuWThF 6:00p-6:30p ✓ P3 LOCAL12 NEWS-6< | EN | \$650.00 | \$552.50 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 |
| Total Spots: | | | | | | 2 | 2 | 2 | 2 | 1 | 0 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 |



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Revision Comments:

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days Dur | Tue 11/6 | Total Spots |
|--------------|--|--------------|-------------|-------------|----------|----------|-------------|
| WKRC-TV | | | | | | | |
| 7 | Sa 7:00a-8:00a LOCAL12NW-SA 7 | WK | \$150.00 | \$127.50 | 30 | 0 | 2 |
| 8 | Su 9:00a-9:30a SUNDAY MRN-CBS | WK | \$450.00 | \$382.50 | 30 | 0 | 1 |
| 9 | MTuWThF 5:30p-6:00p LOCAL12 NW-530< | EN | \$600.00 | \$510.00 | 30 | 0 | 10 |
| 10 | MTuWThF 6:00p-6:30p LOCAL12 NEWS-6< | EN | \$650.00 | \$552.50 | 30 | 0 | 10 |
| Total Spots: | | | | | | 0 | 23 |
| Total Cost: | | | \$13,250.00 | \$11,262.50 | | | |
| Total | | | | | | | |
| OCT 12 | | | \$5,150.00 | \$4,377.50 | 9 | | |
| NOV 12 | | | \$8,100.00 | \$6,885.00 | 14 | | |

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/22/2012

Client: OH CUPP KENNEDY SPLIT 2012 **Estimate:** 3026
Media: TV **Description:** OH SUP CRT CUPP / KENNEDY SPLIT
Product: SPLIT **Flight Start Date:** 10/23/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 11/6/12 4:59:00 AM

Separation between spots: 10

| Station | Total Spots | STN Gross | PCT | STN Net | PCT |
|----------------------|----------------|--------------|------|-------------|------|
| WKRC-TV | 23 | \$13,250.00 | 100% | \$11,262.50 | 100% |
| Market Total: | 23 | \$13,250.00 | | \$11,262.50 | |

67615

Advertiser: Robert Cupp and Sharon Kennedy for Oil

3026

Local 12 WKRC-TV

10/24/12 - 11/05/12

Supreme Court Ohio

| | | |
|-----|----|-------------|
| als | 23 | \$13,250.00 |
|-----|----|-------------|